

Lecture 17

Digital Marketing

Presentation By:

Faisal Habib

Digital Marketer, Content Director

What is Social Media Psychology?

www.faisalhabib.pk

Social Proof

2

Showcasing user-generated content (UGC), testimonials, and reviews.

Highlighting the number of followers, likes, shares, or comments to demonstrate popularity.

Using influencer marketing to leverage the trust and authority of well-known figures.

www.faisalhabib.pk

Reciprocity

3

Offering free resources, discounts, or exclusive content in exchange for engagement (e.g., likes, shares, or follows).

Engaging with followers by responding to comments or messages to build goodwill.

www.faisalhabib.pk

FOMO (Fear of Missing Out)

4

Creating urgency with limited-time offers, flash sales, or exclusive events.

Using phrases like "Don't miss out" or "Last chance" in posts and ads.

Highlighting real-time updates or live events to encourage immediate action.

www.faisalhabib.pk

Emotional Appeal

5

Telling compelling stories that connect with the audience on a personal level.

Using visuals, videos, or captions that trigger emotional responses.

Aligning brand messaging with causes or values that resonate emotionally with the target audience.

www.faisalhabib.pk

Scarcity (Shortage)

6

Promoting limited-edition products or services.

Using countdown timers or stock level indicators to create urgency.

Highlighting exclusivity (e.g., "Only 10 spots left!").

www.faisalhabib.pk

Visual Dominance

8

Using high-quality images, infographics, and videos to convey messages.

Incorporating eye-catching colors, fonts, and designs in posts.

Leveraging platforms like Instagram, TikTok, and Pinterest that prioritize visual content.

www.faisalhabib.pk

Authority

9

Sharing expert opinions, certifications, or awards to build credibility.

Collaborating with industry leaders or influencers to endorse products or services.

Posting educational or thought-leadership content to establish authority in a niche.

www.faisalhabib.pk

Habit Formation

10

Posting consistently to stay top-of-mind with the audience.

Encouraging daily or weekly engagement through challenges, hashtags, or recurring content series.

Using reminders or notifications to keep the audience engaged.

www.faisalhabib.pk

Personalization

11

Using data analytics to deliver targeted ads and content.

Addressing followers by name in emails or direct messages.

Creating content that speaks directly to specific segments of the audience.

www.faisalhabib.pk

Storytelling

12

Sharing behind-the-scenes content or brand origin stories.

Using narrative structures in posts, videos, or campaigns.

Highlighting customer success stories or case studies.

www.faisalhabib.pk

Curiosity Gap

13

Using clickbait headlines or teasers to encourage clicks (e.g., "You won't believe what happened next!").

Posting mystery or suspenseful content that prompts followers to engage for answers.

www.faisalhabib.pk

Community Building

14

Creating branded hashtags or groups to foster a sense of belonging.

Encouraging user participation through challenges, polls, or discussions.

Highlighting community members or customers to make them feel valued.

www.faisalhabib.pk

Confirmation Bias

15

Tailoring content to align with the audience's worldview.

Avoiding controversial topics that might alienate the target audience.

Reinforcing positive associations with the brand through consistent messaging.

www.faisalhabib.pk

Gamification

16

Running contests, giveaways, or challenges with prizes.

Using interactive features like polls, quizzes, or AR filters.

Encouraging friendly competition among followers.

www.faisalhabib.pk



THANK YOU U

Any
Question?



 Faisal Habib